



DO YOU WANT TO BE A
PROFESSIONAL MAKEUP ARTIST

8 ESSENTIAL CAREER TIPS TO BECOME A PROFESSIONAL FREELANCE MAKEUP ARTIST

With the Internet revolution and YouTube, the world has become obsessed with watching people do everyday things online, from playing games to making cookies. YouTube also gave us the ability to learn from the comfort of our own home and at whatever time of day we like.

Over the years there has been an increasing number of people who want to become Professional Freelance Makeup Artists, with the influence of these platforms, YouTube and Instagram we have become obsessed with watching Makeup enthusiasts apply makeup.

There are many things to consider when becoming a Professional Freelance Makeup Artist, from where to study to become the artist you want to be and everything in between.



FINANCES

1 MUA & MONEY

Considering the financial aspects of becoming a freelance makeup artist is a viable career for you.

HOW MUCH MONEY DO MAKEUP ARTIST MAKE?

This depends on the area of Makeup artistry you choose to pursue. Forbes Magazine states "It's never been a better time to be a beauty entrepreneur", in an industry that is constantly growing and worth over \$455 Billion and found Makeup Artistry is a goldmine.

In Australia, the average salary for a makeup artist is between AUS\$30,000 - \$53,000 while the top 10% can earn up to AUS\$100,000 per year (Profitable Venture Magazine). It can also depend on what type of Makeup artist you want to be. Do you want to create your own Makeup Bridal Business? Work in film as a SFX Artist? On Runway and Editorial as a Beauty Makeup Artist? With persistence, hard work, learned talent and business savvy, you can reach the top of your field.

As a freelancer, you don't necessarily have to work at it full time, you could do it part-time or on weekends to earn extra income. When you are just starting out, finding the rate to charge isn't going to be easy. You don't want to overcharge and not get clients or undercharge and devalue the quality of your work therefore not getting clients also. There is a fine line between the two.

PRICING

The average price can range from \$40 to \$250 for Makeup. You need to consider many other details when making your prices.

YOUR LOCATION

Do your research. Check what your competitors are charging in your area. When registering your business in Google make sure you focus on your local customers, so when a person near you needs a makeup artist, your listing will come up.

TARGET AUDIENCE

Don't be afraid to set a higher price point, but make sure you have the talent and skills that reflect that price.

THE SERVICE

The service you are providing will also have an impact on the cost. \$250 might seem expensive, but it would be a fair price for 2-3 hours' worth of work with an experienced professional makeup artist with qualifications.





CAREER

2 FREELANCER'S HUMBLE BEGINNINGS

SKILLS & QUALIFICATIONS

To become a Professional Makeup Artist it is recommended that you complete a Professional Makeup Course, like the Diploma of Screen and Media in Specialist Makeup. You should complete a course which will give you nationally and internationally recognised qualifications.

Even if you are obsessed with makeup, you should have a good understanding of makeup knowledge, skills and Industry based qualifications. Not all courses are the same, nor will all of them cover all aspects of makeup.

It is important to gain experience and build your portfolio, by assisting on photoshoots, films, etc. A professional portfolio will showcase your best work, to potential clients. Once qualified you should be up-skilling your qualifications and knowledge to keep up with new trends. A short business course would also be beneficial to learn more on how to promote your business.

YOUR BRAND IDENTITY

You should put your personality into your business. Creating a brand identity as a freelance makeup artist is essential. As an artist, you can specialise in anything or everything. Having a niche service for the offer can be your brand identity.

Some Makeup Artist specialises in SPFX and that's their brand identity. Go beyond style, think race, ethnicity, traditional weddings for example like Indian weddings are very different from Australian weddings.

COMMON ARENAS HIRING MAKEUP ARTISTS

- Weddings
- Formal makeup
- Special occasions
- Television studios
- Magazines
- Runways
- Local hair salons
- Brand ambassadors
- Beauty advisors
- Spas and beauty salons
- Performance art organisations
- Commercial photoshoots
- Film production
- Five-star hotels
- Cruise Ships

Build your brand around your target audience by finding more personal ways of engaging with prospective clients. This will set you apart from your competitors.





3 SETTING UP THE ESSENTIALS

THE PERFECT MAKEUP KIT

Building your kit will take time, it's one of the most important investments you will make for your business as a Makeup Artist. Having a professional kit will increase your credibility. Many clients will ask what brands you are using, to make sure the quality of the product is good as well as your skill as a makeup artist. Having professional products will also boost your confidence. Don't forget that clients could have allergies or sensitivities to certain products so it is best to avoid inferior products, which is not always determined by price. It's part of your job to have substantial amount makeup and product knowledge. Go into stores and ask for samples of different products, check for the best quality, textures, colour variety, finish, coverage etc. The brand of makeup will also reflect your clientele, many will prefer MAC or Professional brands like Kryolan, or high end brands like TOM FORD and NARS. You can also support local brands as this could appeal to your customer base. To cut the cost of building your makeup kit, apply for Pro Makeup Artist memberships where available, that will give you discount on products.

IN YOUR MAKEUP KIT YOU WILL NEED:

- Professional makeup case
- On-set bag
- Foundation palettes
- Light weight moisturiser
- Professional makeup brushes
- Brush belt
- Disposable Mascara wands
- Cleansing wipes (scent free)
- Cotton pads, cotton tips
- Tweezers
- Latex free Makeup sponges
- Alcohol for cleaning brushes
- Micellar cleansing water
- Oil-based eye makeup remover
- Spray bottle
- Lotions, creams, makeup bases
- Hand sanitisers
- Tissues
- Pain killers (Panadol, Nurofen etc.)
- Ziplock bags for used brushes
- Band-Aids
- Full-set false lashes
- Individual lashes
- Manual eyelash curler
- Variety of mascaras
- Duo lash glue
- Good quality tweezers
- Tweezerman lash comb
- Nail files/emery boards
- Nail buffer
- Orange Sticks
- Eye drops
- Lip balm/treatment
- Mints
- Brush cleaner
- Blotting papers
- Hand cream
- Sunscreen
- Umbrella
- Disposable shavers & cream
- Matte bronzer
- Small empty pots
- Dry Shampoo
- Matte finish wax
- Light weight hair spray
- Small Silver pin curls clips
- Long silver section clips
- Hat elastic
- Hair gel
- Kevin Murphy Anti-Gravity/hair mousse
- Bumble & Bumble thickening spray
- Super-hold hair spray
- Nail polish remover
- Nail polish colours (neutral, red, black)
- Stick on nails

MUA MATERIALS

When starting up your business you will need to invest in business cards, a website and any other advertising material you will need to promote yourself.



FINANCE

4 ON-GOING COSTS & MUST DO's

When working out your costs/pricing don't forget to include things like petrol, time, equipment (wear & tear), insurance, public liability.

Another way which you can keep costs down is by buying palettes from Sephora, Mecca & MAC. Keeping your supply cost down will also mean you can keep overheads costs down.

Are you going to have a makeup studio where clients can come to you or are you going to be a mobile artist? If you have a studio you will need to consider things like rent, electricity bills etc, which will raise your overhead costs. You could also work with your local Hairdressing Salon, offering your services as an artist for formals and bridal clients.



FIRST JOB

5 FREELANCER'S FIRST CLIENTS

CUSTOMER RELATIONS & REVIEWS

Having your first few clients will have a defining impact on your business and you deserve to celebrate!

Gaining credibility as a Makeup Artist is one of the trickiest parts when starting, even so, it's one of the most important aspects of a successful career. Gaining the trust of your first few clients will set you apart from your competitors and make your business more appealing to others. Happy clients will leave you a review on your social media, recommending you to their family and friends and will confidently rebook with you again and again.

HOW DO I MAKE SURE EVERYTHING GOES WELL?

Many small details will improve your client relations not just providing an excellent service. You need to be an approachable and welcoming makeup artist, who is interested in the client and their makeup preferences, this will help you create a friendly business relationship with your clients. Over time, as they rebook with you, you will know how to provide the perfect makeup session for them as an individual.



TIMING

6 TIME MANAGEMENT

You need to take into consideration what needs to be done to become a freelance makeup artist. You need to get your formal qualification Diploma of Screen and Media in Specialist Makeup, do your research and complete your planning.

How much time will all this take?

If you are currently working, you may only have 1-2 hours of free time to do your research and planning. Your qualification can also take time depending if you decide to do a full-time course or part-time course. You also need to spend a little time to plan your brand identity, business promoting, as well as spending hours going to makeup stores, testing products and buying supplies. Once you have your qualification and completed all your planning and research, you should take more time to ensure that the goes smoothly, we offer building your business in your diploma.



MARKETING

7 MARKETING PLATFORM(S)

As a Makeup Artist, there are many different options to choose as your work platform. The most popular choices are:

WEBSITE

By having a website that you can design, so that it follows your branding and advertising your services, with lots of great images of your work. The website becomes part of your digital portfolio.

RENTING A MAKEUP ROOM

If you don't like the idea of clients coming into your home, you can rent a makeup room in a Beauty Salon or a Hairdressing Salon. By renting a room in a salon you can offer your services to the salon's clients.

SOCIAL MEDIA PAGE

Along with your website, you can also set up social media pages for your business, like Facebook or Instagram. You can even set up booking times and have the ability to connect with the client as soon as they open your page, with messenger.

SETTING UP YOUR MAKEUP SALON AT HOME

By setting up your home makeup salon, it gives you the flexibility and full control of your business. Making your own hours etc. The downside is that you will have clients in your home, if possible a separate entrance/access would keep your business separate from your family home.

MOBILE MAKEUP ARTIST

One of the greatest benefits of being a Freelance Makeup Artist is that you can decide to work full-time or part-time, you can choose the times and dates you are available to work.

HOW DO I GET THE WORD OUT THERE?

You can promote yourself by using Social Media. You can reach out to hairdressers to collaborate and promote each other, you could collaborate on a photo shoot sharing your work with your audience via yours & their social media accounts. Make sure you keep your business social media accounts separate to your personal social media accounts.





CAREER

8 CAREER TIPS & TRICKS

Here are some of the major factors industry working Makeup Artists want you to know:

RELY ON YOUR PERSONAL EXPERIENCE

Be inspired from your own experiences with services you have had, and apply it to your work and business standards. Your behaviour in social situations will also come into play. If you decide to be a Bridal Makeup Artist, you will be seeing brides on their big day. There are a lot of emotions flowing on a wedding day, the bride could be very nervous or over excited and you would need to stay calm, collected and work efficiently to help the bride to stay composed and not stressed as you get them ready for the most important day of their life.

TRUST YOUR ARTISTIC DIRECTION

While completing your qualifications start setting your personal & career goals. Remember they are your goals and everyone has a different path, Make Your Mark! by putting your personality into your branding and marketing will help you create a personal connection with your clients. Throughout your qualifications you may start doubting yourself and your skills, but everyone has these thoughts at one time or another. Stay true to yourself!

NEVER STOP GROWING/LEARNING

In such a rapidly changing industry, you will need to be on the lookout for new products and application techniques. Be selective and choose the directions that will suit your brand.

Keep your qualifications up to date by completing refresher courses or learning a new skill. Ensure your social media presence, your brand stay fresh and current. If you're not too tech-savvy, do a course to up-skill yourself.

CONCLUSION

There are endless opportunities for a Freelance Makeup Artist. With experience comes more opportunities. After all, you have decided to become a freelance makeup artist so that you can gain a full-time income, working your hours, being creative in a competitive industry.

To quote Mark Twain:

“Find a job you enjoy doing, and you will never have to work a day in your life.”